

U.S. Patent Application No. 09/976,801

Proposed Claim Amendments

1-33. (Cancelled)

34. (New) A method of advertising on a mobile subscriber terminal, the method comprising:

 sending an advertising authorization request via a telecommunications network to the mobile subscriber terminal;

 receiving a reply to the advertising authorization request from the mobile subscriber terminal, the reply providing authorization for at least one advertisement to be sent to the mobile subscriber terminal; and

 in response to the authorization, sending the at least one advertisement to the mobile subscriber terminal when at least one triggering event occurs, wherein the at least one triggering event comprises the mobile subscriber terminal being idle and the mobile subscriber terminal being substantially stationary.

35. (New) The method of claim 34, wherein the advertising authorization request comprises at least one user-selectable option for authorizing the at least one advertisement to be sent to the mobile subscriber terminal.

“609,976801 claims.doc7”
Attachment to
8/31/07 email
from Larry Aaronson
to Andrew Rudy
ABF
8/31/07

36. (New) The method of claim 34, wherein the mobile subscriber terminal comprises a display screen, the method further comprising displaying the at least one advertisement on the display screen.

37. (New) The method of claim 34, wherein sending the at least one advertisement to the mobile subscriber terminal when the at least one triggering event occurs comprises executing stored computer instructions at a processor in the telecommunications network for sending the at least one advertisement to the mobile subscriber terminal when the at least one triggering event occurs.

38. (New) The method of claim 34, wherein the function of sending the at least one advertisement to the mobile subscriber terminal when the at least one triggering event occurs is initiated by a server coupled to the telecommunications network.

39. (New) The method of claim 34, further comprising:
receiving the at least one advertisement at the mobile subscriber terminal; and
in response to receiving the at least one advertisement at the mobile subscriber terminal, displaying the at least one advertisement on the mobile subscriber terminal.

40. (New) A method of advertising on a mobile subscriber terminal, the method comprising:
sending an advertising authorization request via a telecommunications network to the mobile subscriber terminal;

receiving a reply to the advertising authorization request from the mobile subscriber terminal, the reply authorizing at least one advertisement to be sent to the mobile subscriber terminal;

sending the at least one advertisement to the mobile subscriber terminal in response to receiving the reply; and

displaying the at least one advertisement on the mobile subscriber terminal in response to the mobile subscriber terminal being idle and substantially stationary.

41. (New) The method of claim 40, wherein the advertising authorization request comprises at least one user-selectable option for authorizing the at least one advertisement to be sent to the mobile subscriber terminal.

42. (New) A method of advertising on a mobile subscriber terminal, the method comprising:

retrieving a reply to an advertising authorization request from computer readable memory, the reply authorizing at least one advertisement to be sent to the mobile subscriber terminal;

sending the at least one advertisement to the mobile subscriber terminal in response to retrieving the reply; and

displaying the at least one advertisement on the mobile subscriber terminal in response to the mobile subscriber terminal being idle and substantially stationary.

Rudy, Andrew

From: Aaronson, Larry [Aaronson@mbhb.com]
Sent: Friday, August 31, 2007 2:19 PM
To: Rudy, Andrew
Subject: Application No. 09/976,801

Examiner Rudy,

Per our discussion this afternoon, attached is a listing of amended ("new") claims for this case. Please give me a call if any issues remain. Thanks.

Have a nice holiday weekend.

Larry H. Aaronson
McDonnell Boehnen Hulbert & Berghoff LLP
300 South Wacker Drive
Chicago, Illinois 60606
312-913-0001 phone
312-913-2141 direct
312-913-0002 fax

<<09.976801 Claims.doc>>

noted: *AF Rudy*
8/31/07